

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #468800

Mr. R. Honahan

NORTH COUNTRY CANDY & TOBACCO

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Rick:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Filter Box	12300-24876
1	Winston Light Box	12300-22772

Product / Premium Arrival:

December 8, 1997

Ship Date to Retail:

Week of: January 5, 1998

Displays (Item #536285)

SKU CUBE:

0.8260

SKU WT (w/o Product):

1.5000 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Full Price Cartons

EFT \$ Amount:

\$550.31

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-2-

.70¢ 2-Pack Tear Tape
NORTH COUNTRY CANDY & TOBACCO

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$28 (1 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: 162201

L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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SPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 5
DATE: 97-11-03
TIME: 11:36 AMWHOLESALE : 466800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 800008 80100 WIN JAN ,70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	089125	MAIN STREET MOBIL	CORNER MAIN & MIN	CANTON	NY	13617	1				(315)386-8652
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	1				(315)782-9754
162201	162239	347244	M & M MARKET	23 HAILESBO RO ST	GOUVERNEUR	NY	13642	1				(315)287-2978
162201	162323	530068	SEVEN TO ELEVEN M M	3358 ROUTE #3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	748793	GOLD STAR DELI	343 ARSENAL ST	WATERTOWN	NY	13601	1				(315)782-6151
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039
162201	162239	172586	EDDY'S MARKET	301 CHAMPLAIN ST	OGDENSBURG	NY	13669	1				(315)393-2780
162201	162239	172624	JUBILEE #803	19 MINER ST	CANTON	NY	13617	1				(315)386-8108
162201	162280	178002	BOLSTERS GROCERY	MAIN ST	BRUSHTON	NY	12916	1				(518)529-6664
162201		178062	BROADWAY MARKET	167 BROADWAY	SARANAC LAKE	NY	12983	1				(518)891-3094
162201		682055	RT. 56 GROCERY	RT. 56	RAYMONDVILLE	NY	13678	1				(315)384-3754
162201	162323	767133	SUPER DUPER	ROUTE 11	MALONE	NY	12953	1				(518)483-8870
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	1	NYS			(315)262-1100
162301		647736	WARREN W. RUSSELL	DBA WARREN'S PLAC	PLATTSBURGH	NY	12901	1				(518)561-9268

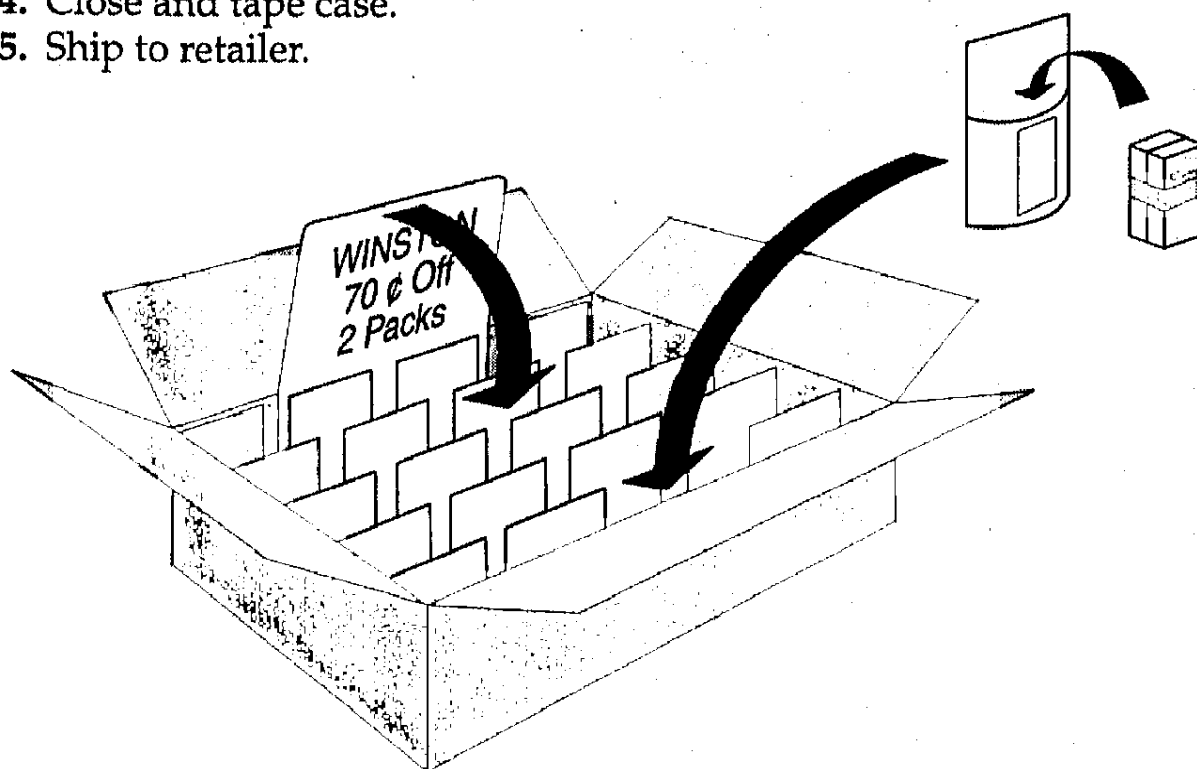
PAGE BREAK TOTAL ACCOUNTS 14 TOTAL QUANTITY 14

TEMPLATE TOTAL ACCOUNTS 14 TOTAL QUANTITY 14

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WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR. '98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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